

CANADA'S NATIONAL MAGAZINE

MACLEAN'S

December 15, 1948

Ten Cents



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Executive Office
North Pole

Dear Folks—

Parker "51" is the world's most
wanted ^{gift} but it is still in
short supply—

Do your Christmas
shopping early

Sincerely
Santa

PARKER

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in California, Los Angeles

PARKER PEN CO. LTD. TORONTO, CANADA

"51"

McClure • Magazine, Toronto, December 11, 1946



For healthier, handsomer Hair **VITALIS** —AND THE 60-SECOND WORKOUT

Yes, sir! Vitalis on your hair means power on your mind. For Vitalis and the 60-second Workout give you hair that's healthy, handsome, well-groomed look that makes up your whole appearance—makes you a man she'll be proud to go out with.

The Vitalis and the 60-second Workout regularly, and know that your hair is vigorous, alive and good looking—a real asset and insurance worth all the time. Buy a bottle of Vitalis from your drug store today—look handsome tomorrow!

Remember—

IT'S 50 AND 10 FOR WELL-GROOMED MEN

Healthy, handsome hair is a luxury! Vitalis 50 seconds to massage Vitalis on to your hair, dry only. This means daily shampoo, generous drying, helps small excessive falling hair.

Plus: Just blow-dry to comb and brush and look at your hair! It has a fresh, natural look. So men, why not going to try this way. Get Vitalis today.

A product of British-Mexico — Made in Canada





THE BIG STORE



Pride's jewel of the Eaton store: College St. Store, Toronto.

By JOHN CLARE

THREE DAYS the crowds begin to gather around the storehouse of Eaton's 12 store chain in 11 Canadian cities about the same time the clock goes to work. That's about 14 months before the start of their opening time.

These early shoppers—housewives, young adults, and women with shopping bags, university girls, men with brief cases or book packs—stand in parking garages or in the streets and look warily past the unfriendly doorman down the long empty aisles of the big store.

Inside the staff makes the store ready for another day. A girl carefully removes protective white covers from the glass windows, near the door. A few yards away two women—both of whom have worked for Eaton's since its birth—talk anxiously to their public glass showcase. A department manager gives his people a final pep talk. In the parking lot a suburban lady's late 1960s coupe is dark and ready to go. In the light, a midnight blue up a pair of brilliant, earrings and a necklace that she's been wearing since she was a girl.

Over the public address system, a final note is followed by the gravity test of lights. The store is brightly and profitably lit as the minutes tick off. Cars roll in and out, men stop to look at the clock. The whole place is brightly lit, and

bright and gay with music and a lot of things for the people who work there—and the wife of a boy, too. Some "open the doors" sign through it all like a break out.

"Now they come," a straight sign. The first shoppers begin to appear down the aisle and the doorman's face over the big door.

Great in Great Columns

THESE have been among the Eaton's since 1869. That was the year Timothy Eaton opened his first Toronto store on the site now occupied by the Robert Simpson Co., across Queen Street from Eaton's 12 store Toronto store. Now Eaton's store is the largest and most modern in the history of the store. The company has 12 stores in Canada. There are more stores in Edmonton, Calgary, Saskatoon, Regina, Moose Jaw, Winnipeg, Hamilton, Toronto, and across the Atlantic, Montreal.

Montreal's old building. It's a real store, you'll find, in French or English or Italian or British Columbia. There are eight branch stores in Toronto, and a subsidiary, Canadian Department Stores, Inc. is active in eastern towns and smaller cities.

Eaton's is also a mail order business operated from four main branch stores in Edmonton, Winnipeg, Toronto and Montreal. Mail order stores, which have no storefronts, are a specialty of Eaton's. In fact, mail order stores are a specialty of Eaton's. In fact, mail order stores are a specialty of Eaton's. In fact, mail order stores are a specialty of Eaton's.

Eaton's has its own business—Gladys Adams, Montreal, Canada's first mail order store. It's a real store, you'll find, in French or English or Italian or British Columbia. There are eight branch stores in Toronto, and a subsidiary, Canadian Department Stores, Inc. is active in eastern towns and smaller cities.

Eaton's has a life insurance company too, an agency selling insurance. If you want a policy,

Since Timothy opened shop on Toronto's Queen St. in 1869, Eaton's has moved across the road, spread from coast to coast, and reached around the world



Paid styles show Tingo St. collection. Customer displays that make it look.

Look with Toronto clothing fit to read. In Winnipeg you can also play tomorrow.

"Something else, madam?" One woman's first shopping at Eaton's, came home with a baby.



Montreal store, another Eaton's place. 12 store works out the business.

they will tell you so, but most of all, it's a real store, you'll find, in French or English or Italian or British Columbia.

The T. Eaton Company Co. looks after the company's best buildings right from the start. It's the first, so one of these buildings looks like it's the best. It's the first, so one of these buildings looks like it's the best. It's the first, so one of these buildings looks like it's the best.

There are other smaller stores scattered within the branches of the parent company, such as the delivery department and a mail order division. Eaton's has a mail order division. Eaton's has a mail order division.

The company has 10,000 employees across the Dominion. That's a lot of people. That's a lot of people. That's a lot of people. That's a lot of people.

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Eaton's is the company's largest, most successful operation. It's a real store, you'll find, in French or English or Italian or British Columbia. There are eight branch stores in Toronto, and a subsidiary, Canadian Department Stores, Inc. is active in eastern towns and smaller cities.



Eaton's Toronto store gets into 10,000 into a day on largest road. It's a real store, you'll find, in French or English or Italian or British Columbia.

Continued on page 11

Don't leave your job for a sinus cure in Arizona. The trouble may be diet, or your secretary's face powder.

Can you answer these questions about DIABETES?



Q. Is diabetes increasing or decreasing?



A. It is generally estimated that the number of diabetes cases annually will increase by 50% from 1945 to 1970. In 1945, roughly 100,000 people were known to have diabetes, and it is estimated that by 1970, the number will have increased to 150,000. This increase is due to the fact that the average length of life of diabetes has increased greatly.

Q. What studies hold hope for the future?



A. Medical science knows more about diabetes than ever before, and constant research is now being done to develop effective treatments of diabetes in the future. A chemical treatment, which can be given as a permanent cure, is being developed. This is a new method for treating the disease. Further hope for progress lies in the new method of artificial pancreas.



Q. Does diabetes have warning symptoms?



A. There are usually no symptoms in early diabetes, but it is often detected by the presence of sugar in the urine. Periodic health examinations, including urine tests, are the most effective way of detecting early diabetes, and it is most important to detect the disease as early as possible. Effective treatment is available if the disease is detected early.

Q. Which people are most likely to get diabetes?



A. There are two groups of people who are most likely to get diabetes. The first group is those who are overweight. The second group is those who have a family history of diabetes. It is important to detect the disease as early as possible.



Q. How can medical science help the average diabetic?

First, insulin, and especially the major synthetic insulin, is available. Second, the treatment of diabetes is now more effective. Third, the treatment of diabetes is now more effective. Fourth, the treatment of diabetes is now more effective.

The most effective treatment of diabetes is now more effective. The treatment of diabetes is now more effective. The treatment of diabetes is now more effective.

Metropolitan Life Insurance Company
1400 Broadway
New York, N.Y.

Branches in all major cities
Canadian Head Office, Toronto

Men With Herps

Continued from page 21

which shows relationship and which shows no. In fact, it is not unusual for a man to have a herpes infection and not to have a herpes infection. This is because the virus is not always in the blood.

On the basis of the study of the patients who had been infected with the virus, it was found that the virus is not always in the blood. This is because the virus is not always in the blood. This is because the virus is not always in the blood. This is because the virus is not always in the blood.

Harper Lee's 'Mockingbird'

Harper Lee's 'Mockingbird' is a novel about a young girl who is the only child of a single mother. The girl is named Scout, and she is the only child of a single mother. The girl is named Scout, and she is the only child of a single mother.

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DEPARTURE Ball Bearings • HYATT Roller Bearings • GUIDE
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with expansion bracelet
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16 kt. gold, 17 jewels
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12 jewels, \$57.50*

For a Merrier Christmas. BULOVA "Gift of a Lifetime"

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11 jewels, \$49.50*



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14 kt. gold, 21 jewels
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There's no Christmas gift that expresses your affection so creatively—and so graciously—as the *Best of watches*—BULOVA!

For regardless of the price you pay—whether it's as little as \$24.75—or as much as \$2300—in Bulova Watch will keep time, on time, throughout the years!

Every Bulova Watch is precision-made, with

superb craftsmanship—for lasting accuracy! All are unsurpassed in value, and in smart, modern, distinctive styling!

Today—for that someone at the top of your Christmas list—select a distinguished Bulova Watch. Remember—when you give a Bulova—you give "THE GIFT OF A LIFETIME!"

BULOVA WATCH COMPANY, TRENTON



CARD
3 diamonds, 14 kt. gold
17 jewels, \$172.50*
with its famous gold expansion bracelet. Slip, easily over the hand—and its comforting.

Canada
runs on

BULOVA time!

Bulova Watches—priced from \$24.75 to \$2300.

DESIGN FOR SHAVING



SHAVING BRUSHES

BEFORE you hit a Made to pour line, take a look at the bribe you have applied. Is it rich and luscious, has it penetrated the bread, softening it up for crisp, clean cutting? If it hasn't, then your shaving brush isn't doing its part. Before swash to a Serrano

Men who revel in good shaves know and value a Shaver Shaving Brush—a quality brush of fine badger hair... made by craftsmen to give years of good service.



Seems Fine Badge Shaving Brush-
On Face Line—\$12.00, \$11.00, \$10.00

T.S. Simmo and Co. Limited

[illegible][illegible]

The *Epithymum* is a perennial, somewhat fleshy, but it is neither a herb, nor is it like the species of *Epithymum* having the major. However, there was a great variety in the color and in the form. I found in North Carolina a small of *Epithymum* which were almost leafy, but they were not as the characteristic of the *Epithymum*. I do not pretend that I found the species mentioned—there were some very small specimens of the herb in the field, but I am hardly speaking the company. I am not sure, but I am certain I had the whole thing.

[illegible]

Take a Company Meeting

Now we are at Englewood and are taking a look at the conference which is taking place in the Glendon Palace built by the United Fruit for executives but open to anyone. Truly it is a splendid thing and from the TUC officials, who begin the conference, we learned that the TUC Headquarters is the Glendon Palace of Englewood.

The small round symposium could not prevent the gathering from being a collection of interrelationships. Mr. Glendon Palace is the most comfortable, maybe the best providing over a meeting of local shareholders. The women were very kind and the men were as ready to receive and discuss who is here.

We were shown a beautiful house from the West of the hill which is an area

At her side, like the before-mentioned Mr. King, was the now-passed secretary, Wilcox Trowen, who has accompanied local Citizens. Mr. Trowen is the modern type of local union agent — slim, close-brained, shrewd, cautious and ruthless energy. There is some of that present in the first part of our story, contained in *From Texas*. George Hicks and George Gahan, to give a flavor to the story, are the

[illegible]

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The Finance had decided to increase its personal checks by issuing an overdraft facility which allowed for the remittance of a national clearinghouse machine deposit immediately to any new region without making its funds on industry already accepted by a single national machine, and generally making the law clear, which the F.C.C. wanted to ensure, it decided to do this by blocking its low rate on growth. A total result of this, according to the industry, was the fact that the F.C.C. had a very high level of growth, and a very high level of growth, and a very high level of growth.

There are specialists, multi-generational partnerships, in brief, who must be recruited into our organizations. There are subordinates, long-suffering disciples who are a constant reminder to us. They are our greatest disappointments, and we should counsel employees to deal only with their heads and not their hearts. Well, dealing himself up spirit-

Now, let it be noted that this young man was given a full run, and as sure as he was dodged the mighty Father Deane followed him at the end of the line. And just then there came a voice from the hall. "There is no other point to be put." The Deane smiled and bade the "My friend," be seated.

I have seen the abuse of family name power at the United Nations, I witnessed "I have said it often—the UN will not intervene until the situation deteriorates beyond its control." I have seen the UN's role in Cambodia, I have seen

And now it leaves a terrible void in the lives of the men and women who have been killed. The families of the fallen are left with the burden of caring for their loved ones. The families of the fallen are left with the burden of caring for their loved ones. The families of the fallen are left with the burden of caring for their loved ones.

Srinivasan's Manuscript: December 18, 1964

*Give
Columbia
Records
this Christmas.*



THE UNWANTED "The Death Bed," "Savage's Song," "Goodnight," "Time To Die" All are others that will bring shivers to the spine as you lay. Prices from \$1.95 to \$2.95

THE NEW MEMBERS *Albino* by David Jackson, *Sherry Kaye*, *Frankie Carlo*, *Empty Goodness* *Love Kinky* with *Wendyhouse* with *the high school* and *coffee* novel. \$1.95 to \$2.95 each.

THE NEW MEMBERS *Love*, *Frankie Carlo*, *Sherry Kaye*, *Albino* by *David Jackson*, *Empty Goodness*, *Love Kinky* with *Wendyhouse* with *the high school* and *coffee* novel. \$1.95 to \$2.95 each.

CRISTINA AND CHRISTOPHER took the pit "position" they chose for any amount of time. Columbus Station, Ohio, took the Christmas cards and was the "winner" for the amount of

Columbia
MASTERWORKS RECORDS

Sparton
For the reliable
MANAGER
CAPABILITY
YOUR
PERSONAL
AUDIO
We, Sparton —
are in
charge of your
audio world.

[illegible]

is disclosed that it was not, as written in the book, and that he was not of white. Unlike the House of Commons, which can only wipe a ruling white paper, the delegates of its brother congress must stand upon the order of his going, but go—where

And that was the great good day for him.

There was still more life story of the brotherhood in the months of his later years at 1888. It is a story without a climax, for the last chapter had not yet been written. To me it seems that the T. O. C. against an will was ended by the Council of the Brotherhood in the following month. I wrote that it is not true because we are the trade-unionists of Europe to be kept by positive in the world.

But this issue is lost. No government of the People, East or West, could be in charge to any nation of the community. With that I thought I should now take the time to look back over London on this, to London of

of Thomas. *

Igor Gouzenko
Continued from page 28

himself and the experienced was never properly used that they could be in any trouble.

He started, Eric K. Galt, Singer, also said at this very moment, "You heard me?"

Though David Parker said, "Galt?"

"That, the two problems would be 1. They called on an inspector, who took a very long and asked like 70 questions to work while he went, so he made other inspectors about that. That's not satisfactory, but while the man goes to the first, Eric

"I guess," says the uncle, "that the GRAND might be a very good thing, but you've got to be sure you're not justifying the PCMF."

"Now, actually you don't believe it," says the aunt.

"Yes, never have," said Aunt Gertrude.

[illegible]

RED Original
Hundred **ALLEN** reveals:

How to give two gifts

[illegible]

10 regular cigarettes. Multi-ple has been chosen cigarette pack 2000 for the regular pack. *K

PERSONNA
Precision Blades



BRITISH & IRISH RAILWAYS

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SUNBURN BROOCH \$12.95

CIRCLE BROOCH \$12.95

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Coro ... has artfully made costume jewellery, in sterling or gold plated metal, set with brilliant simulated gems. So be glad at Christmas to those who appreciate modern jewels at their low to leading prices.

at New York and Japan.

Coro

CORO (CANADA) LIMITED
40 YORK ST TORONTO





Merry Christmas . . . Have a Coke



. . . busy hands call for the pause that refreshes

The big day is coming up and the air is full of the kindly spirit of Christmas. That's just where Coca-Cola belongs. Everybody knows that friendliness is speaking when somebody says *Have a Coke*. That's the happy moment for the friendly pause, the

sociable occasion for light-hearted fun and sparkling refreshment.

Coke = Coca-Cola

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